

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through December 25, 2005)

**December Holidays 2005**
**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Connecticut	A&P Super Food	Butterball	1.39	0.89		1.29				
		Empire								
		Shady Brook	0.89							
		Murray's						1.99		
	Food Emporium	no label		0.89						
		Butterball	1.29	1.29						
		Empire	1.69	1.19	1.99	1.49				
		Shady Brook	1.19							
Washington, DC	Shaw's	D'Artagnan	1.19				3.99			
		no label		0.89			3.99			
		Jennie-O	0.99							
		Butterball	1.29	0.99						
	Price Chopper	Shady Brook	0.99							
		Empire				1.19				
		Plainville Farms						1.99		
		ShopRite		0.99						
Connecticut	Stop & Shop	"		*						1 FREE w/ coupon
		Bell & Evans							1.99	
		Butterball	1.29			1.69				
		Empire		0.89						
	Magruder's	Marval								
		Shady Brook	0.99							
		" "	1.29							w/ store card
		" "								w/o store card
Washington, DC	A&P Super Fresh	Butterball	1.39	0.89		1.29				
		Empire								
		Shady Brook	0.89							
		Murray's						1.99		
	Giant	no label		0.89						
		Butterball	1.29	0.99		1.49				
		Empire								
		Marval		0.79						
Connecticut	Magruder's	Shady Brook	0.99							
		" "	1.29							
		Butterball		1.29						
		Perdue	0.99			1.29				
	Li'l Butterball	Empire								
		Li'l Butterball		1.39						

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Washington, DC</b> (continued)	Safeway	Butterball	1.29							w/ store card
		"	1.69							w/o store card
		Shady Brook	0.99							w/ store card
		" "	1.49							w/o store card
		Manor House		0.79						w/ store card
		" "		0.99						w/o store card
<b>Delaware</b>	A&P Super Fresh	Butterball	1.39	0.89		1.29				
		Empire								
		Shady Brook	0.89					1.99		
		Murray's								
		no label		0.89						
	Acme	Butterball	1.39							w/ store card
		"	1.59							w/o store card
		Lancaster Brand	1.29							w/ store card
		" "	1.39							w/o store card
		Village Market		0.99						
	Food Lion	Butterball		0.99						w/ store card
		"		1.29						w/o store card
		no label	0.99							w/ store card
		" "	1.29							w/o store card
	Giant	Butterball	1.29	0.99		1.49				
		Empire								
		Marval		0.79						
		Shady Brook	0.99							w/ store card
		" "	1.29							w/o store card
	Safeway	Butterball	1.29							w/ store card
		"	1.69							w/o store card
		Shady Brook	0.99							w/ store card
		" "	1.49							w/o store card
		Manor House		0.79						w/ store card
		" "		0.99						w/o store card
	Shoppers	Shady Brook	0.88							
		Butterball		0.98						
		Honeysuckle		0.98						
		Marval		0.68						
	Shop Rite	ShopRite		0.99						
		"		*						1 FREE w/ coupon
<b>Florida</b>	Albertson's	Honeysuckle	0.99							> 16 lbs. (tom) w/ store card
		"	1.49							> 16 lbs. (tom) w/o store card
	Brunos	Butterball	1.29	0.89						w/ store card

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Florida</b> (continued)	Food Lion	Butterball " no label " "	0.99 1.29 0.99 1.29	0.99 1.29						w/ store card w/o store card w/ store card w/o store card
	Ingles	Butterball "	1.58 2.18	0.88 1.38						w/ store card w/o store card
	Harris Teeter	Butterball Harris Teeter	0.98	0.99						
	Harvey's	Butterball Norbest Pilgrim's Pride	0.99	0.99 0.77 0.99						
	Publix	Butterball Empire Publix	1.49 1.19	0.99 0.69	1.39					
	Super Target	Archer		0.88						
	Winn-Dixie	Butterball " no label " "	0.97 1.39 1.19 1.39	0.97 1.39 0.79 1.19						w/ store card w/o store card w/ store card w/o store card
<b>Georgia</b>	Food Lion	Butterball " no label " "	0.99 1.29 0.99 1.29	0.99 1.29						w/ store card w/o store card w/ store card w/o store card
	Harris Teeter	Butterball Harris Teeter	0.98	0.99						
	Harvey's	Butterball Norbest Pilgrim's Pride	0.99	0.99 0.77 0.99						
	Ingles	Butterball "	1.58 2.18	0.88 1.38						w/ store card w/o store card
	Kroger	Butterball	1.29	0.99						w/ store card
		Honeysuckle	0.99	0.99						w/ store card
		Country Pride		0.69						
	Publix	Butterball Empire Publix	1.49 1.19	0.99 0.69	1.39					
	Piggly Wiggly	Butterball	1.19	1.19						
	Super Target	Archer		0.88						

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Georgia</b> (continued)	Winn-Dixie	Butterball		0.97						w/ store card
		"		1.39						w/o store card
		no label	1.19	0.79						w/ store card
		" "	1.39	1.19						w/o store card
<b>Maine</b>	Shaw's	Jennie-O	0.99							
<b>Maryland</b>	A&P Super Fresh	Butterball	1.39	0.89		1.29				
		Empire								
		Shady Brook	0.89					1.99		
		Murray's								
	Acme	no label		0.89						
		Butterball	1.39							w/ store card
		"	1.59							w/o store card
		Lancaster Brand	1.29							w/ store card
	Village Market	" "	1.39							w/o store card
				0.99						
	Food Land	Butterball		1.29						
		Honeysuckle		0.99						
	Food Lion	Butterball		0.99						w/ store card
		"		1.29						w/o store card
		no label	0.99							w/ store card
		" "	1.29							w/o store card
	Giant	Butterball	1.29	0.99		1.49				
		Empire								
		Marval		0.79						
		Shady Brook	0.99							w/ store card
	Martin's (Giant)	" "	1.29							w/o store card
		Honeysuckle		0.89						
		no label		0.79		1.49				
		Empire								
	Magruder's	Butterball		1.29						
		Perdue	0.99							
		Empire				1.29				
		Li'l Butterball		1.39						
	Mars	Jennie-O		0.79						< 16 lbs. (hen)
		"		0.69						> 16 lbs. (tom)
		Carolina		0.69						> 16 lbs. (tom)
		Butterball		0.99						
		Shady Brook	0.89							< 16 lbs. (hen)

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Maryland (continued)	Safeway	Butterball	1.29							w/ store card
		"	1.69							w/o store card
		Shady Brook	0.99							w/ store card
		" "	1.49							w/o store card
		Manor House		0.79						w/ store card
		" "		0.99						w/o store card
	Shoppers	Shady Brook	0.88							
		Butterball		0.98						
		Honeysuckle		0.98						
		Marval		0.68						
	Weis	Butterball		0.99						
		Round Hill	0.99							
		Weis		0.79						
	Wegman's	Wegman's	1.59							
Massachusetts	Big Y	Butterball	1.29	1.29						
	Price Chopper	Butterball	1.29	0.99						
		Shady Brook	0.99			1.19				
		Empire						1.99		
		Plainville Farms								
	Shaw's/Star	Jennie-O	0.99							
	Stop & Shop	Bell & Evans							1.99	
		Butterball	1.29			1.69				
		Empire		0.89						
		Marval								
		Shady Brook	0.99							
New Hampshire	P&C	Butterball		1.29						
		Honeysuckle		1.19						
		Shady Brook	0.99							
		Riverside		0.99						
	Price Chopper	Butterball	1.29	0.99						
		Shady Brook	0.99			1.19				
		Empire						1.99		
		Plainville Farms								
	Shaw's	Jennie-O	0.99							
	Stop & Shop	Bell & Evans							1.99	
		Butterball	1.29			1.69				
		Empire		0.89						
		Marval								
		Shady Brook	0.99							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New Jersey	A&P Super Fresh	Butterball	1.39	0.89						
		Empire				1.29				
		Shady Brook	0.89							
		Murray's no label		0.89				1.99		
	Acme	Butterball	1.39							w/ store card
		"	1.59							w/o store card
		Lancaster Brand	1.29							w/ store card
		" "	1.39							w/o store card
	Village Market			0.99						
	Associated	Shady Brook	1.39							
	Food Emporium	Butterball	1.69	1.19						
		Empire			1.99	1.49				
		Shady Brook	1.19							
		D'Artagnan	1.19				3.99			
	no label			0.89			3.99			
	Foodtown	Shady Brook	1.19							
	Genuardi's	Shady Brook	0.99							w/ store card
		" "	1.49							w/o store card
		Manor House		0.79						w/ store card
		" "		0.99						w/o store card
	Giant	Butterball	1.29	0.99						
		Empire				1.49				
		Marval		0.79						
		Shady Brook	0.99							w/ store card
	" "		1.29							w/o store card
	King's	King's	1.29							
		Empire				1.19				
	Met Foods	Shady Brook	1.29							
		Butterball		1.29						
	Pathmark	Pathmark		0.49						limit 2
	Pioneer	Shady Brook	1.19							
	Shop Rite	ShopRite		0.99						
		"		*						1 FREE w/ coupon
	Stop & Shop	Bell & Evans							1.99	
		Butterball	1.29							
		Empire				1.69				
		Marval		0.89						
	Shady Brook		0.99							
	Wegman's	Wegman's	1.59							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>New Jersey</b> (continued)	Weis	Butterball	1.29	0.99						
		Round Hill	0.99							
		Weis		0.79						
<b>New York</b> <b>Metro NYC</b>	A&P Super Fresh	Butterball	1.39	0.89		1.29				
		Empire								
		Shady Brook	0.89					1.99		
		Murray's no label		0.89						
	Associated	Shady Brook	1.39							
	D'Agostino	Shady Brook	1.29							w/ store card
		Murray's						1.99		w/ store card
		Eberley's					3.59			w/ store card
		Empire no label		0.99	1.99					w/ store card w/ store card
	Food Emporium	Butterball	1.69	1.19						
		Empire			1.99	1.49				
		Shady Brook	1.19							
		D'Artagnan no label	1.19	0.89			3.99 3.99			
	Foodtown	Shady Brook	1.19							
	Key Foods	Empire				1.39				
		Key Foods		0.99						
	King's	King's	1.19							
		Empire				1.19				
		Plainville							1.99	< 16 lbs. (hen)
	King Kullen	Perdue	1.49							< 16 lbs. (hen)
		Shady Brook	1.19							
		Empire				1.49				< 16 lbs. (hen)
	Met Foods	Shady Brook	1.29							
		Butterball		1.29						
	Pathmark	Pathmark		0.49						limit 2
	Pioneer	Shady Brook	1.19							
	Shop Rite	ShopRite		0.99						
		"		*						1 FREE w/ coupon
	Stop & Shop	Bell & Evans							1.99	
		Butterball	1.29			1.69				
		Empire								
		Marval		0.89						
	Western Beef	Shady Brook	0.99							
		No Label	1.39							

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York Upstate	Giant Food Market	Butterball	1.19	0.99						< 16 lbs. (hen)
		"	1.15	0.95						> 16 lbs. (tom)
		Li'l Butterball		1.28						
		Empire				1.09				< 16 lbs. (hen)
		Riverside		0.89						< 16 lbs. (hen)
		"		0.85						> 16 lbs. (tom)
	P&C/Quality	Round Hill	0.99							< 16 lbs. (hen)
			0.95							> 16 lbs. (tom)
		Butterball		1.29						
	Price Chopper	Honeysuckle		1.19						
		Shady Brook	0.99							
		Riverside		0.99						
North Carolina	Food Lion	Butterball		0.99						w/ store card
		"		1.29						w/o store card
		no label	0.99							w/ store card
		" "	1.29							w/o store card
	Harris Teeter	Butterball		0.99						
		Harris Teeter	0.98							
	Ingles	Butterball	1.58	0.88						w/ store card
		"	2.18	1.38						w/o store card
	Kroger	Country Pride		0.69						
	Lowe's	Shady Brook	0.99							
	Super Target	Archer		0.88						
Pennsylvania Philadelphia Area	A&P Super Fresh	Butterball	1.39	0.89						
		Empire				1.29				
		Shady Brook	0.89							
		Murray's								
		no label		0.89				1.99		

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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Pennsylvania Philadelphia Area (continued)</b>	Acme	Butterball	1.39							w/ store card
		"	1.59							w/o store card
		Lancaster Brand	1.29							w/ store card
		" "	1.39							w/o store card
		Village Market		0.99						
	BiLo & Riverside	Butterball		1.29						
		Honeysuckle	0.99	1.19						
		Riverside		0.99						
	Food Lion	Butterball		0.99						w/ store card
		"		1.29						w/o store card
		no label	0.99							w/ store card
	Genuardi's	" "	1.29							w/o store card
		Manor House	0.99	0.79						w/ store card
		" "	1.49	0.99						w/o store card
	Pathmark	Pathmark		0.49						limit 2
	P&C/Quality	Butterball		1.29						
		Honeysuckle		1.19						
		Shady Brook	0.99							
	Price Chopper	Riverside		0.99						
		Butterball	1.29	0.99						
		Shady Brook	0.99			1.19		1.99		
	Shop Rite	Empire								
		Plainville Farms								
		ShopRite		0.99						
	Shurfine	"		*						1 FREE w/ coupon
		Butterball	1.49							
		Round Hill	1.19							
	Shur Save	Shurfine	1.19							
		Wegman's	1.59							
		Wegman's	1.29	0.99						
	Weis	Round Hill	0.99							
		Weis		0.79						
		Weis								
<b>Pittsburgh Area</b>	BiLo & Riverside	Butterball		1.29						
		Honeysuckle	0.99	1.19						
		Riverside		0.99						

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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Pennsylvania Pittsburgh Area</b> (continued)	P&C/Quality	Butterball		1.29						
		Honeysuckle		1.19						
		Shady Brook	0.99							
		Riverside		0.99						
	Food Land	Butterball		1.29						
		Honeysuckle		0.99						
	Martin's (Giant)	Honeysuckle		0.89						
		no label		0.79						
		Empire				1.49				
	Shop 'n Save	Honeysuckle	1.19	0.99						
	Tops	no label		0.79						
		Empire				1.49				
<b>Rhode Island</b>	Shaw's	Jennie-O	0.99							
	Stop & Shop	Bell & Evans							1.99	
		Butterball	1.29			1.69				
		Empire		0.89						
		Marval								
		Shady Brook	0.99							
<b>South Carolina</b>	Food Lion	Butterball		0.99						w/ store card
		"		1.29						w/o store card
		no label	0.99							w/ store card
		" "	1.29							w/o store card
	Harris Teeter	Butterball		0.99						
		Harris Teeter	0.98							
	Ingles	Butterball	1.58	0.88						w/ store card
		"	2.18	1.38						w/o store card
	Kroger	Butterball	1.29	0.99						w/ store card
		Honeysuckle	0.99	0.99						w/ store card
	Lowe's	Shady Brook	0.99							
	Piggly Wiggly	Butterball	1.19	1.19						
	Publix	Butterball	1.49	0.99						
		Empire			1.39					
		Publix	1.19	0.69						
<b>Vermont</b>	P&C	Butterball		1.29						
		Honeysuckle		1.19						
		Shady Brook	0.99							
		Riverside		0.99						

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
<b>Vermont</b> (continued)	Price Chopper	Butterball	1.29	0.99						
		Shady Brook	0.99			1.19				
		Empire								
		Plainville Farms						1.99		
	Shaw's	Jennie-O	0.99							
<b>Virginia</b>	Farm Fresh	Perdue	0.98							
	Food City	Butterball	1.29	0.89						w/ store card
		"	1.59	1.29						w/o store card
		Jennie-O	0.99							w/ store card
		"	1.29							w/o store card
		Food Club	0.99	0.69						w/ store card
		" "	1.29	1.29						w/o store card
	Food Land	Butterball		1.29						
		Honeysuckle		0.99						
	Food Lion	Butterball		0.99						w/ store card
		"		1.29						w/o store card
		no label	0.99							w/ store card
	Giant	" "	1.29							w/o store card
		Butterball	1.29	0.99		1.49				
		Empire								
	Harris Teeter	Marval		0.79						
		Shady Brook	0.99							w/ store card
		" "	1.29							w/o store card
	Harris Teeter	Butterball		0.99						
		Harris Teeter	0.98							
	Magruder's	Butterball		1.29						
		Perdue	0.99			1.29				
		Empire								
	Martin's (Giant)	Li'l Butterball		1.39						
		Honeysuckle		0.89						
		no label		0.79						
	Ingles	Empire				1.49				
		Butterball	1.58	0.88						w/ store card
	Kroger	"	2.18	1.38						w/o store card
		Country Pride		0.69						
	Lowe's	Shady Brook	0.99							
	Magruder's	Butterball		1.29						
		Li'l Butterball		1.39						

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through December 25, 2005)

**December Holidays 2005**
**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Virginia (continued)	Safeway	Butterball	1.29							w/ store card
		"	1.69							w/o store card
		Shady Brook	0.99							w/ store card
		" "	1.49							w/o store card
		Manor House		0.79						w/ store card
		" "		0.99						w/o store card
	Shoppers	Shady Brook	0.88							
		Butterball		0.98						
		Honeysuckle		0.98						
		Marval		0.68						
	Super Target	Archer		0.88						
	Ukrop's	Shady Brook	1.19							
		Ukrop's		0.79						
	Wegman's	Wegman's	1.59							
	Weis	Butterball	1.29	0.99						
		Round Hill	0.99							
		Weis		0.79						
West Virginia	BiLo & Riverside	Butterball		1.29						
		Honeysuckle	0.99	1.19						
		Riverside		0.99						
	Food Land	Butterball		1.29						
		Honeysuckle		0.99						
	Food Lion	Butterball		0.99						w/ store card
		"		1.29						w/o store card
		no label	0.99							w/ store card
		" "	1.29							w/o store card
	Martin's (Giant)	Honeysuckle		0.89						
		no label		0.79						
		Empire				1.49				
	Kroger	Butterball		0.89						limit 1 w/ store card
		Honeysuckle		0.89						
		Country Pride		0.69						
	Shop 'n Save	Honeysuckle	1.19	0.99						
	Weis	Butterball	1.29	0.99						
		Round Hill	0.99							
		Weis		0.79						